

ASSOCIATED STUDENTS INC.
California State University, San Bernardino
5500 University Parkway
San Bernardino, CA 92407

**FINANCE COMMITTEE
AGENDA**

February 21, 2025

1:00 p.m.

Call to Order
Roll Call
Approval of Minutes
Reports: Chair and Finance Committee Members
Adoption of Agenda
Open Forum (5 minutes/speaker)

NEW BUSINESS:

- FC 01-25** Permission to use \$256.00 from Grant and Services Programs – ASI Donations (660723 RN001 A4700) to sponsor the Liberal Studies Community Building Event at the CSUSB Dynamics Rope Course. (Action) (Reigle)
- FC 02-25** Permission to use \$250.00 from Grant and Services Programs – ASI Donations (660723 RN001 A4700) to sponsor the 26th Annual Honors Reception for Outstanding World Language Students on April 30th. (Action) (Reigle)
- FC 03-25** Proposal to implement a performance-based funding model allowing College Directors to access up to \$3,000 per semester for BoD events, contingent on external fundraising matches. (Action) (Reigle)

ANNOUNCEMENTS

ADJOURNMENT

Adjusted Proposal for ASI College Director

Adjusted Proposal for ASI College Director Event/Program Funding Allocation

To: ASI Board of Directors and Executives

From: Amanda Michelle Reigle, Director, College of Arts and Letters

Date: 2/4/2025

Subject: Proposal for Strategic Adjustment to College Director Event Funding

I. Executive Summary

Currently, College Directors receive only \$100 per event, limiting their ability to implement impactful programming that fosters student retention, interdisciplinary collaboration, and ASI visibility.

This proposal recommends a performance-based, semester-based budget of up to \$3,000 per College Director per semester, contingent on external fundraising efforts that match dollar-for-dollar the amount accessed. This structure ensures fiscal responsibility, encourages external funding partnerships, and aligns with CSUSB's financial priorities to increase student engagement while maintaining budget discipline (**CSUSB Budget Communication, 2025**).

This funding model is designed to enhance student retention and success by supporting high-impact engagement initiatives, which research shows directly contribute to higher academic performance and persistence rates (**Fraysier et al., 2020; Kuh et al., 2008; Sá, 2023**).

Additionally, this proposal aligns with faculty and administration concerns on financial transparency, as outlined in the Letter from Senate Chair Concerning Faculty Request for Budget Transparency (2025).

II. Rationale & Strategic Alignment

1. Addressing Enrollment & Retention Challenges

CSUSB has experienced a 7.5% enrollment decline since Fall 2020, equating to an estimated \$8.3 million in lost tuition revenue annually (**CSUSB Budget Communication, 2025**).

- Student engagement is a critical driver of retention, with research demonstrating that academic and extracurricular participation significantly improves persistence and success (**Fraysier et al., 2020; Kuh et al., 2008**)

- ASI College Directors are uniquely positioned to lead initiatives that foster deeper student connections, cross-disciplinary collaborations, and institutional engagement—key factors in retention and student success (**Johnston, 2013**).
- Kuh et al. (2008) found that structured engagement has an even greater impact on historically underserved students, making this initiative an equity-driven investment in student success.

2. Fiscal Responsibility & Budget Efficiency

This proposal does not request additional ASI funding but recommends a structured reallocation of existing programming budgets to improve resource impact.

- Funds will be accessed incrementally, with each dollar raised by a College Director unlocking an equal amount from the \$3,000 allocation, ensuring financial sustainability.
- A pre-approval and post-event reporting process will provide transparency, oversight, and performance evaluation, aligning with CSUSB's commitment to budget accountability (**Faculty Senate Budget Transparency Letter, 2025**).

3. Strategic Institutional Priorities

This initiative aligns with CSUSB's strategic financial and academic objectives:

Strategic Enrollment Management Goals

An effort by Retention-focused programming directly contributes to stabilizing CSUSB's financial health (CSUSB Budget Communication, 2025).

Institutional Financial Priorities

Reducing administrative overhead while empowering College Directors to make cost-effective programming decisions (**Faculty Senate Budget Transparency Letter, 2025**).

Faculty & Staff Concerns on Budget Transparency

Ensuring ASI's spending is outcome-driven and directly tied to student success (**Faculty Senate Budget Transparency Letter, 2025**).

III. Proposed Funding Model

1. Performance-Based, Semester-Based Allocation

College Directors may access up to \$3,000 per semester, contingent upon matching funds raised from external sources.

- Directors have full discretion within the structure of the ASI Bylaws over how to allocate these funds, whether for multiple smaller events, one large event or program, marketing materials, or other engagement initiatives that align with ASI’s mission.
- This proposal does not replace or impact the existing \$100 per event funding that is currently available to College Directors for small events. However, the \$100 per event allocation cannot be used toward the required external matching funds for the \$3,000 performance-based allocation.
- For every dollar secured externally, an equivalent dollar from the ASI allocation becomes available, ensuring financial sustainability and maximizing resource use.
- All rules and regulations set forth in the ASI Bylaws regarding spending remain in effect. College Directors must adhere to all financial policies, approval procedures, and due process requirements when accessing and utilizing funds from this new performance-based allocation.
- Annual allocation across five College Directors: \$30,000 (maximum), ensuring a controlled and impact-focused budget reallocation.

2. Alternative Funding Strategies: Generating Matching Funds

College Directors are encouraged to utilize the following funding strategies to unlock their ASI allocation:

Funding Source	Description
Departmental Co-Sponsorships	Partnering with academic departments for funding support in exchange for co-branded events
Corporate Sponsorships	Local businesses sponsor events in return for marketing exposure
Community Grants	Applying for small-scale community and student engagement grants

Alumni & Donor Contributions Collaborating with University Advancement for donor-backed student initiatives

Student Organization Collaborations Partnering with student clubs to combine budgets for larger-scale programming

These alternative funding sources align with CSUSB’s strategy to increase external revenue streams, ensuring that ASI’s budget is leveraged efficiently **(CSUSB Budget Communication, 2025; The Sponsorship Model, 2025).**(Hachfeld, 2014)

IV. Projected Impact & Justification

Increased Student Engagement & Retention

Higher-impact programming leads to improved student persistence, strengthening institutional ties and reducing attrition **(Kuh et al., 2008; Sá, 2023)**

Cost-Effective Resource Management

By tying access to external funding, this approach ensures resources are utilized strategically and do not contribute to unnecessary administrative costs.

Stronger ASI Visibility & Campus Presence

High-profile events increase ASI’s engagement with students, faculty, and administration, furthering leadership development and advocacy goals.

V. Closing Statement

Given CSUSB’s financial challenges, ASI must strategically allocate resources to maximize student engagement and retention efforts. This proposal maintains fiscal responsibility, fosters sustainable programming, and aligns with CSUSB’s transparency goals.

The performance-based matching fund model ensures that every dollar spent is leveraged for maximum impact, aligning with CSUSB’s financial sustainability strategy. I respectfully request the Board’s consideration of this proposal and welcome further discussion on its implementation.

Sincerely,

Amanda Michelle Reigle
Director, College of Arts and Letters
Associated Students, Inc., CSUSB



References

- California State University, San Bernardino. (2025, February 4). *Budget communication: Response to faculty senate request*. CSUSB.
- Faculty Senate, CSUSB. (2025, January 30). *Letter from Senate Chair concerning faculty request for budget transparency*. CSUSB.
- Fraysier, K., Reschly, A., & Appleton, J. (2020). Predicting Postsecondary Enrollment With Secondary Student Engagement Data. *Journal of Psychoeducational Assessment*, 38(7), 882–899. <https://doi.org/10.1177/0734282920903168>
- Hachfeld, G. (2014). The Sponsorship Model: Leveraging Extension Program Funds, Building Local Community Collaborations. *The Journal of Extension*, 52(3). <https://doi.org/10.34068/joe.52.03.31>
- Johnston, L. H. (2013). *The effects of extracurricular activities on academic performance and retention in the Middle Tennessee State University Horse Science program* [M.S., Middle Tennessee State University]. <https://www.proquest.com/docview/1437225479/abstract/FADEBF074BC64C91PQ/1>
- Kuh, G. D., Cruce, T. M., Shoup, R., Kinzie, J., & Gonyea, R. M. (2008). Unmasking the Effects of Student Engagement on First-Year College Grades and Persistence. *The Journal of Higher Education*, 79(5), 540–563. <https://doi.org/10.1080/00221546.2008.11772116>
- Sá, M. J. (2023). Student Academic and Social Engagement in the Life of the Academy—A Lever for Retention and Persistence in Higher Education. *Education Sciences*, 13(3), Article 3. <https://doi.org/10.3390/educsci13030269>

